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CHOICE STRAWBERRY PLANTS

Price List For

FALL 1949 — SPRING 1950



The Plant Season Will Close About May 20th.

Plants By The Thousand Are Not Prepaid.

If You Should Have Occasion To Write
About An Order, Be Sure And
Give Number Of Order.

Oak Dale Berry Farm

J. R. STERLING & SON, Props.

JUDSONIA, ARKANSAS



OAK DALE BERRY FARM

GENERAL INFORMATION

We thank our many friends and customers for their very liberal patronage in the past, and trust that we will receive a fair share of their business in the future.

We are prepared to take care of all orders from old and new customers, for such varieties as we grow.

All plants from new beds, set in the spring of 1947, true to name, thrifty, well rooted, state inspected, Certificate of Inspection goes on each shipment. Plants packed in damp moss and will arrive in fresh condition. We have just as good plants as can be found anywhere.

At the close of the season, we sometimes sell out of some varieties (not often). If we should be sold out of any variety, shall we substitute? If so, state second choice.

No order shipped C. O. D. unless half of purchase price is sent with order.

1,000 plants weigh about 25 pounds, when packed ready for shipment. The Express rate on plants is one-fifth less than on merchandise. We do not charge for packing and crates. We pack in as light containers as will carry well.

If an order should get lost while in transit, we will refill same without charge, provided you send a written statement from your Express agent that they did not arrive. We

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must have a written statement from your agent before we refill an order or any part of an order.

If an order should get damaged while in transit, we will make the damage good, provided that you get a statement from your Express agent as to the amount of damages. Plants must be examined at the station in presence of the agent.

We do all in our power to have plants come to you true to name. If plants should get mixed, we will not be responsible for more than purchase price. When plants are brought to packing house from the field, each variety is put in separate stalls, so there will not be any mistake in varieties.

Write your name and Post Office address plain. If Post Office is different from Express Office, give both. Always state where you plain. We sometimes have a great deal of trouble by parties not making their letters want plants shipped.

After the third Zone, express is cheaper than Parcel Post.

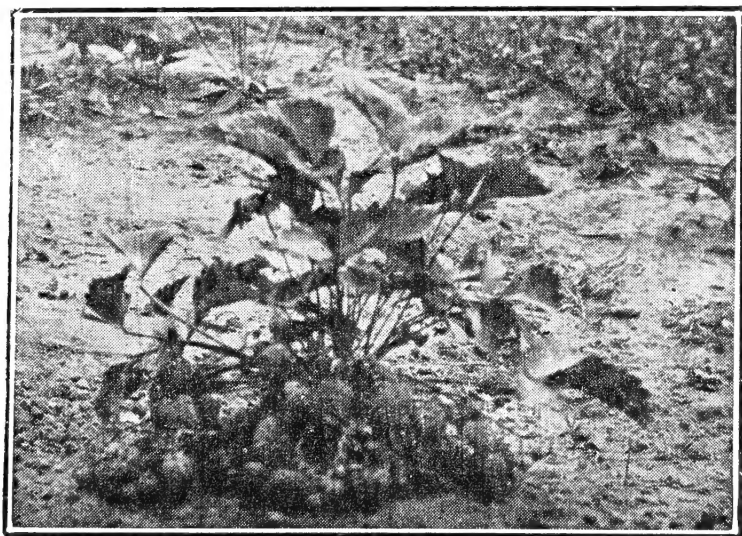
HOW WE PREPARE OUR GROUND, SET AND CULTIVATE

Have ground broken deep, harrow well. Lay off rows from three and one-half to four feet. List with small turning plow or culti-

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vator twisters, drag down to about level. Set plants 24 inches apart in rows. Always set plants with roots straight down to depth they were before dug. Never allow the crown or bud to get covered with dirt. When through setting, run six or eight inch shovel through the middles to drain from heavy rains. Plow every two weeks, and always after each rain, during the growing season. If you wish plants to start growing early in season, cut or pinch out all blooms, or bloom buds. During extreme hot weather, do not cultivate plants in heat of day. Just mornings while the earth is cool. About ten o'clock is when we quit in the mornings, during hot dry weather. Hot dry dirt worked in among the plants will kill some of them. We have always followed this plan and never made a failure.

All varieties that we grow are perfect bloom; they do not have to be pollenized with other varieties.



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VARIETIES AND PRICES

Geniune Improved Klondike—Early, large, productive, holds size well through season. One of the best commercial varieties for the south. It has been grown here successfully for the North and Northwest. 1,000, \$7.00 Express Collect. 100, \$1.25 Prepaid P. P.

Senator Dunlap—Midseason, large to medium, very productive, good plant maker, does not require as close setting in row as some varieties. One of the best commercial varieties for the last 27 years. 1,000, \$7.00, Express Collect. 100, \$1.25 Prepaid P. P.

Missionary—About three to four days later than Klondike. Produces more berries than Klondike. It is one of the best plant makers, hence it must not be set close in row. Not closer than 2 feet, 30 inches is better. It is grown altogether in Florida. Some parts of Texas set Missionary in preference to other varieties. 1,000, \$7.00 Express Collect. 100, \$1.25 Prepaid P. P.

Blakemore—A well known variety, widely grown, a great favorite with many growers. Medium to large, good plant maker. Blakemore bears heavy crops of berries, early, carries well, always finds a ready market, 1,000, \$7.00. Express Collect. 100, \$1.25 Prepaid P. P.

Premier—One of the sure winners. Sure cropper in most all sections of the country. Very productive of large luscious berries. Mid-

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season. If you set Premier you will be well paid. 1,000, \$7.00 Express Collect. 100, \$1.25 Prepaid P. P.

Robinson—The Robinson is the leading berry in Michigan. Large, well flavored, productive. 1,000, \$7.00 Express Collect. 100, \$1.50 Prepaid P. P.

Mastodon Everbearing—1,000, \$12.00 Express Collect. 100, \$1.60 Prepaid P. P.

Fairmore—is going to be the leading berry of the south, in four important ways: (1) Best high quality shipping berry the South has ever grown; (2) first in ability to stand long distance shipment; (3) the flesh is firm, skin tough, which makes it an ideal shipper; and (4) Fairmore and Fairfax brought more money to the growers of North Carolina in 1940 than any other variety shipped from North Carolina, the only place where Fairmore has been grown in quantity.

It is said that the Fairmore has the highest Vitamin C content of seven leading varieties.

The plant growth is healthy, vigorous. Makes fewer plants than either Blakemore or Missionary. The berries are 23 per cent larger than Blakemore. Early, high quality.

Growers who know the Fairmore are increasing their acreage. Set some Fairmore and top the market in your locality. 1,000, \$8.00.

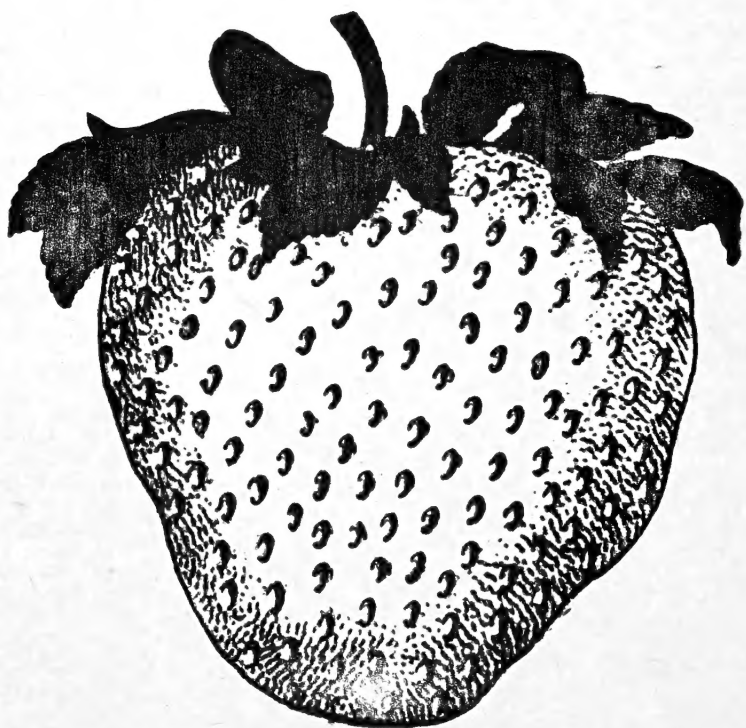
Belmar — Mid-season, large, productive, commands a good price on the market. Don't

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fail to set some Belmar. 1,000, \$8.00 Express Collect. 100, \$1.25 Prepaid P. P.

Gem Everbearing—Some prefer them to Mastodon. They make more plants than Mastodon. For us, they made more berries last season than Mastodon. 1,000, \$12.00 Express Collect. 100, \$1.60 Prepaid P. P.

When setting plants, we give plenty of space, so they will make large thrifty plants. I know of some men that set their plants real close in order to make all the plants possible. Such plants make lots of top, but very poor roots. I would not set such plants if they were given to me.



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TESTIMONIALS

Atlanta, Kansas

J. R. Sterling & Son,

Dear Sirs:

I am writing to let you know how well my strawberry plants have done. Up to date they are just fine, could not be better. T. G. M.

Navasota, Texas

J. R. Sterling & Son,

Dear Sirs:

Plants received October 30th, in good shape and am much pleased. J. R. M.

Hestir, Texas

J. R. Sterling & Son,

Dear Sirs:

Received strawberry plants in good condition. Am looking forward to a progressive crop
Respectfully, R. N. W.

Riverside, California.

J. R. Sterling & Son,

Dear Sirs:

This is to thank you for the way you handled my order. Must say they were in good shape. The last 10,000 were also fine plants.

Yours very truly, R. M. D.

Jacksonville, Texas.

J. R. Sterling & Son,

Dear Sirs:

Plants came on the 27th in perfect order.
Many thanks. (Mrs.) W. H. R.

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Natchez, Mississippi.

J. R. Sterling & Son,

Dear Sirs:

Shipment of plants arrived O. K.

Respectfully, R. E.

Dear Mr. Sterling:

I received my plants on the 18th ins., in perfect shape. Of all plants I have ever ordered, those were in the best shape. F. P.

Mercedes, Texas.

J. R. Sterling & Son,

Dear Sirs:

We have finished setting the plants we ordered from you, and wish to thank you for the way you handled our order. The plants were fine and it looks as if it would be 100 per cent live plants. They are growing nicely. Again thanking you. R. C. S.

(This was a large order. We shipped them in different shipments, so they would have fresh plants to set, hence they were well pleased, as you note.)

Lancaster, Ohio.

Dear Sirs:

I got the plants yesterday. They were in good shape; the best I ever got. Thanks for the extra ones.

Very truly, A. G. J.

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Rondo, Arkansas.

Dear Sirs:

Received my plants Monday. They were in fine shape. Thanks a lot. R. L. D.

The prices in this list cancel all former prices.

1,000 plants divided in two varieties add 20 cents; in three varieties add 25 cents.

Send money by Post Office Money Order, if convenient. Exchange here on out of town checks is as follows: \$5.00 or less, 5c; \$5.01 to \$25.00, 10c; \$25.01 to \$50.00, 15c.

References: Farmers & Merchants Bank, Enterprise Box Company.

Make all checks and money orders payable to J. R. Sterling & Son.

PLEASE REFER YOUR FRIENDS TO OUR PLANTS

Judsonia is the largest shipping point of strawberry plants in the world. That is saying a lot, nevertheless it is true. There is a reason — none equals them in production.

If roots are dry when they arrive, wet roots thoroughly, keep the tops out of the water.

